

## Pleasance Theatre Trust - Role Pack

### Marketing Coordinator (Fringe)

#### Festival 2022

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#### 1. About Pleasance Theatre Trust

The Pleasance Theatre Trust is recognised as a leading cultivator of talent at the Edinburgh Festival Fringe, with each festival offering an opportunity to nurture the skills of those working both on and off the stage.

For the Fringe's 75th anniversary, the Pleasance returns to 30 performance spaces across 3 sites - presenting the festival's most compelling, entertaining and boundary pushing shows. During our last full scale festival, our Edinburgh venues welcomed audiences to over 5,500 performances of 270 productions in just 27 days.

The Pleasance is a place where journeys begin; built by us, but made unforgettable by you.

Join us.

*The Pleasance Theatre Trust is a registered charity - charity numbers 1050944 (England & Wales) and SC043237 (Scotland).*

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#### 2. About Our Team

In our festival team, experienced industry professionals stand proudly side by side with those just starting out in the Pleasance Festival Volunteer Programme. Together they support the artists on stage, visiting audiences, and each other.

We are looking for people who are passionate about what they do and take pride in how they do it. Our team has a positive mind-set, good sense of humour and "can do" attitude, sharing in both the challenges and rewards of an unparalleled creative environment.

Our Volunteer Programme sits proudly at the heart of our organisation and every member of our team champions our [Volunteer Values](#), with a commitment to inclusion, peer-to-peer learning and pro-active support.

If you are interested in both showcasing and sharing your skills, we want to hear from you.

### 3. About the Role

Role:	Marketing Coordinator
Department:	Marketing
Line Manager:	Marketing Manager
Key Relationships:	Marketing Assistants (Volunteers), Marketing Officer, Operations Director, Programmers, Press Office, Box Office
Contract:	Fixed Term

### Role Description

The **Marketing Coordinator** plays a key role in promoting the vibrant programme of work at Pleasance Edinburgh and attracting new audiences to the venue.

Working closely with the Marketing Manager and Marketing Officer, they help deliver the Festival social media strategy across several platforms including Facebook, Instagram and Twitter. They will have an eye for interesting content - including capturing basic photography and video - and a way with words that helps their posts cut through the noise.

On site, the Marketing Coordinator is responsible for maintaining and updating promotional displays. They oversee hand-to-hand flyering for the Pleasance's produced and supported productions, working closely with artists, producers and the Programming team. More generally, they will turn their hands to any marketing task, including occasionally assisting other visiting productions in strange and wonderful ideas to help them promote their shows.

The Coordinator manages a small voluntary team of Marketing Assistants and is responsible for both operational and pastoral support, to ensure that they feel confident in their duties and thrive as part of the Pleasance Festival Volunteer Programme. They instill a creativity and drive that gives the venue's marketing a unique energy.

The ideal candidate will have experience contributing to or managing social media campaigns, preferably for live performances. They will be able to balance tight deadlines and scheduled activity with responsive duties. They will be highly personable and use this skill to build rapport with their team, audiences and artists. They will be competent in capturing basic smartphone photography and video, with some advanced skills in these areas being preferable. Above all, they will have an unrelenting energy and a passion for the performing arts that they are driven to share with others.

### Key Responsibilities

#### *Social Media / Digital / Content Creation*

- Contribute to the Pleasance's social media accounts, including Facebook, Instagram and Twitter, according to the agreed digital strategy.
- Manage customer service on social media accounts, responding to incoming enquiries.
- Contribute to the creation of weekly newsletters as required.

- Capture photography and video assets for use in Pleasance promotional campaigns.
- Liaise with performing companies to generate content ideas.
- Communicate requirements for graphic design or other marketing assets to the Marketing Manager and Graphic Designer.

#### *Site Displays*

- Ensure all physical promotional displays on site are maintained and up to date at all times, including daily performance lists and line-up boards.
- Ensure all printed promotional literature is maintained at an appropriate level, where applicable.
- Ensure all digital listings are maintained and up to date at all times, working closely with the Box Office.

#### *Production Support*

- Provide direct marketing support to Pleasance produced and supported productions.
- Manage hand-to-hand flyering.
- Ensure up to date reviews and quotes are posted on all physical and digital listings for Pleasance produced and supported productions, working closely with the Press Office.
- Extend support to productions in the broader programme, where resources are available.

#### *Line Management*

- Line Manage Marketing Assistant (Volunteers), including operational and pastoral support.
- Deliver training sessions to Marketing Assistants upon commencement of their Duties and offer top-up training to individuals throughout as required.
- Prepare Marketing department rotas according to the agreed schedule.

#### *Volunteer Support*

- All members of the Pleasance team have a collective responsibility to those participating in the Pleasance Volunteer Programme, in any department or role, with responsibilities including;
  - Champion the Pleasance's [Volunteer Values](#);
  - Maintain a supportive environment and workplace;
  - Ensure equal inclusion and participation of all;
  - Offer professional advice and support;
  - Contribute to a fun and rewarding experience.

#### *General*

- Act as a representative of the Pleasance and its values.

- Be responsive to situations as they arise, adapting operations as required.
- Work cross-departmentally to ensure the smooth running of the operation.
- Fulfill ad-hoc duties on behalf of other departments, if required and appropriately trained.
- Ensure that the Pleasance is represented to all visitors as having excellent standards and first class service.

## **Personal Specifications**

### *Essential Skills*

- Experience contributing to social media campaigns, particularly Facebook, Instagram and Twitter.
- Basic photography and videography skills (smartphone or higher).
- Administrative experience, preferably including inbox management.
- Excellent communication skills - written and verbal.
- Personable, approachable and friendly manner.
- Experience working collaboratively and relationship management.
- Experience working to deadlines.
- Resilience working under pressure, calm and an unrelenting good humour.
- Ability to work independently and remain independent.
- A can-do attitude in line with the Pleasance's values.

### *Desirable Skills*

- Experience as part of a venue operation at the Edinburgh Festival Fringe.
- Experience running marketing campaigns, preferably in a theatre or live event setting.
- Experience line managing teams.
- Advanced photography or videography skills (DSLR or higher), including kit.
- Video editing and production skills, including kit.
- Journalistic, editorial or blogging experience.

#### 4. Contract Terms

Contract Type:	Fixed Term
Period of Engagement:	29/07/22 - 31/08/22 inclusive <i>Travelling 28/07/22 &amp; 01/09/22, if required</i>
Key Dates:	Get-In: 29/07/22 - 02/08/22 Festival: 03/08/22 - 29/08/22 Get-Out: 29/08/22 - 31/08/22
Fee:	£1995.00
Payment Schedule:	50% Total Fee on 17/08/22 50% Total Fee by 16/09/22, on completion
Place of Work:	Edinburgh, United Kingdom
Schedule of Work:	Working on a rotating shift pattern with an average 6 day week during the Period of Engagement. Evening and weekend work are essential in this role.
Accommodation:	Available to those that require it at a partially subsidised rate, subject to availability.
Right to Work:	All applicants must have the right to work in the UK. If you are not a UK citizen and require additional visas or working permissions, please specify this in your application.

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#### 5. Applications

To apply, please submit your application and CV via our online form:

<https://bit.ly/PleasanceFestivalTeam2022App>

Applicants are also requested to complete the Pleasance Equal Opportunities Monitoring Form at:

<http://bit.ly/PleasanceEqualOps>

**Deadline:** Applications will be reviewed and interviews held in person, via Zoom or phone on a rolling basis until all roles are filled, with a preliminary application deadline of 17:00, Friday 1st April 2022.

Applications received after the preliminary deadline will still be considered for vacant positions.

Applications via alternative means such as a video or voice application will be accepted from those who require reasonable adjustments. Please contact us if you wish to discuss this.

**Contact:** Email: [jobs@pleasance.co.uk](mailto:jobs@pleasance.co.uk)

Phone: +44 (0)207 619 6868

Post: Recruitment  
Pleasance Theatre Trust  
Carpenters Mews, North Road, London, N7 9EF

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## **6. Equal Opportunities**

The Pleasance Theatre Trust is an equal opportunities employer and welcomes applications from all sections of the community. In particular, we encourage applications from backgrounds or social groups currently underrepresented in the creative industries.

If you would require any reasonable adjustments at interview or whilst undertaking the role as specified, please highlight this as part of your application and we will be happy to discuss these.

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## **7. Covid Security**

The Pleasance puts health, wellbeing and enjoyment at its core. Our operation has been carefully planned to ensure this and adheres to all public health guidance and legislation. The Pleasance delivered a successful covid secure operation during Fringe 2021. Training and advice will be given to all participants. Applicants are welcome to ask any questions they may have in relation to this.

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